



One Way to Celebrate Success: The Caught Being Good Campaign

Staff members at the Imagine Hope Tolson Charter School in Washington, DC sought a way to acknowledge and celebrate students for exceptional behavior. The leadership team invented the *Caught Being Good* campaign which identifies and rewards students and classes displaying the Imagine Hope values.

SET CLEAR, CONSISTENT EXPECTATIONS

Imagine Hope uses a detailed behavior matrix to identify exceptional students during the *Caught Being Good* campaign. Imagine Hope staff members share and discuss this matrix with students and families to ensure that they understand and support the school-wide expectations.

[Imagine Hope Behavior Matrix](#)

EXPLAIN THE RULES

Before the *Caught Being Good* campaign begins each year, Imagine Hope staff communicate the goals and guidelines for the campaign to students and families using clear, consistent language. The school emphasizes that the campaign goal is ultimately to support better long-term outcomes for students, and to strengthen the school community.

[Caught Being Good Flier](#)

SET SCHOOL-WIDE PRIORITIES

The *Caught Being Good* campaign allows staff, students, and families to work towards the same goals. For this reason, selecting school-wide priorities (such as increased attendance or smoother transitions) allows the Imagine Hope leadership team to make the best use of the school community's focus. The school staff selects one or two priorities per week as focus areas for the entire school.

[Caught Being Good Weekly Focus](#)

CELEBRATE PUBLICALLY

Colorful banners and bulletin boards announce the *Caught Being Good* campaign across Imagine Hope. The bulletin boards allow everyone in the community to keep track of student, class, and school-wide progress.

[Caught Being Good Banner](#)

MAKE IT FUN

During the campaign, individual students receive "soaring eagles" for positive character actions. These student awards are exhibited on the school bulletin boards, celebrated with "perks," and acknowledged in school-wide assemblies.

[Caught Being Good Bulletin Board](#)